



## **Notice to Retailers Subject to COOL Review**

**To:** Retailer Stakeholders and Interested Parties  
**From:** Julie Henderson, COOL Director  
**Subject:** 2009 - 2010 COOL Retail Surveillance Activities  
**Date:** November 13, 2012

The country of origin labeling (COOL) final rule was implemented in March 2009 requiring retailers to provide country of origin and method of production information to their customers on specific foods referred to as covered commodities. Retail surveillance activities began in 2009 in covered retail store locations intended to be licensed under the Perishable Agricultural Commodities Act (PACA) of 1930. It has been brought to our attention that some of the retail store locations that were reviewed for COOL compliance during 2009 and 2010 may not have been PACA-licensed facilities and therefore not required to comply with the COOL requirements.

If your facility had a COOL review conducted during 2009 or 2010, and you are uncertain of your PACA license status at the time of the review, please contact the PACA Division for additional information. All PACA license holders are subject to COOL retail surveillance activities. If you were not a PACA-licensee at the time of the review, you are not subject to COOL requirements. If you have become PACA licensed since the time of your review, you are now required to comply with the COOL regulations.

Questions regarding a PACA license can be directed to the PACA National License Center at 1-800-495-7222 Ext. 1 or [PACAsearch@usda.gov](mailto:PACAsearch@usda.gov). PACA licenses can be searched online at: <http://apps.ams.usda.gov/pacasearch/>

Information regarding COOL can be found online at [www.ams.usda.gov/COOL](http://www.ams.usda.gov/COOL). Questions can be sent to [COOLinfo@info.ams.usda.gov](mailto:COOLinfo@info.ams.usda.gov)